

**MARCH 14, 2007 MINUTES
RECRUITMENT AND RETENTION COMMITTEE
LOUDOUN COUNTY FIRE RESCUE COMMISSION**

MEMBERS PRESENT:

Bill Lyden, R&R Chair, Co.15; Matt Mutschler, Co.4; Clay McCuiston, Co.8; Dan Cahill, Co.11; Bev Taylor, Co.11; Sheila Brendel, Co.12; Roy Ryman, Co.13; Kara Brown, Co. 15; Gwen Kjellberg, Co.15; Karen McQuaid, LCFR Volunteer Program Manager;

Bill Lyden called the meeting to order at 1935.

2007 SPRING RECRUITMENT CAMPAIGN:

Karen McQuaid and Bill reported on the current status of the campaign elements:

Radio ads

The Captus Communications contract for the 2006 campaign has expired, requiring a new RFP to be sent to at least 3 vendors. Karen sent an RFP to 3 vendors requesting proposals for a radio campaign with the following requirements:

- Air during April 1 through May 12
- Use the suggested radio stations identified at the February 21 meeting
- Provide a bid for a basic \$25,000 campaign (using only LCFR Volunteer Program funds)
- Provide a bid for an expanded \$60,000 campaign (using LCFR Volunteer Program funds plus R&R OEMS/SAFER grant funds; at the 2/21/07 meeting, the committee set a maximum of \$60,000 for the spring radio campaign)

Captus' bids were the lowest received. The other 2 bids for the \$25,000 campaign were greater than \$40,000 each.

Captus submitted bids for \$24,780 (for the \$25,000 campaign) and for \$61,080 (for the \$60,000 campaign). Discussion of the \$24,780 bid and the \$61,080 bid was held. Bill made a motion for the R&R Committee to authorize using \$36,300 of R&R grant funds to augment the \$24,780 bid to implement the proposed expanded radio campaign for a total of expenditure of \$61,080 for the radio campaign. Discussion was held and the motion was approved by the committee.

Newspaper ads

Karen has ordered the newspaper ads for a cost of approximately \$7,500-8,000:

- Coffee News: 13 weeks
- Loudoun Easterner: 6 weeks
- Loudoun Times Mirror: 6 weeks
- Middleburg Eccentric: 2 months
- Purcellville Gazette: 6 weeks

Brochures & posters

Brochures have been printed by GAM Printers. Posters have not yet been printed.

FIRE RESCUE AWARDS BANQUET, MAY 17, 2007:

Invitations have been printed and Karen has drafted a save-the-date letter to the career staff. Invitations will be mailed on April 2 to those receiving length of service awards and the rest of the invitations will be mailed on April 6. Karen noted that invitations for some career staff may need to be sent to stations due to incomplete address information.

No additional raffle prizes have been received and committee members are encouraged to continue or start soliciting. Bill or Karen will email the solicitation letter template to the committee on March 15.

LEADERSHIP:

Bill reported that he, Kara Brown and Gwen Kjellberg attended leadership seminars on March 3 that were sponsored by Fredericksburg Fire & Rescue and facilitated by Sara Gaba of Renaissance Resources. He noted the large turnout by the Fredericksburg staff (approximately 40) and knew that they had selected the seminar topics after polling their membership for input.

Discussion was held on the methods of selecting future seminars for the R&R Committee to sponsor. On March 15, Bill will email the outline/syllabus that the committee requested from Sara Gaba. After receipt of the outline/syllabus, each committee member present at this meeting was requested to poll their membership to determine their interest and ranking of the proposed subjects and bring the results to the April 11 meeting. Karen will email the presidents and chiefs of the companies not represented (1,2,3,5,6,7,9,10,14,16,17) at the March 14 meeting and request that they poll their membership and return the results to her by April 11.

MONTHLY VOLUNTEER ORIENTATIONS:

A new member orientation was held on March 13.

TRAINING:

Karen reported that the members of recently formed training workgroup are Wagner Grier, Bev Taylor, Karen McQuaid, Deputy Chief Linda Hale and Chief Pat Brandenburg. A focus of the group is to ensure that volunteer concerns are raised and communicated to the LCFR Commission. Karen commented that the group and the Training Division need assistance with determining how many students will be in upcoming classes so that instructors and materials are available. A count of the students in the current spring 2007 classes:

- 48 – HazMat
- 30 – Firefighter 2
- 40 – Firefighter 1

- 50 – EMT
- 47 – EVOC

Bev Taylor noted that 82 classes were offered during training year 2006 and 142 have been/will be offered during training year 2007. The workgroup is looking at different ways of offering training including online and plans to build an in-house reference library of training materials and expand that to the public libraries. Bev is the R&R Committee's representative to the workgroup, send questions to him to relay to the workgroup.

YEARLY AGENDA:

Karen will email the yearly agenda to the committee on March 15 to use as a reference for upcoming events and actions needed.

The meeting was adjourned at 2045.